ABSTRACT OF THE DISCLOSURE

In image signal processing, the color saturation values of image signals are accumulated within each of a plurality of color saturation calculation regions by a color saturation accumulator circuit 13, and the image signals obtained in a color saturation calculation region in which the result of the color saturation value accumulation thus performed by the color saturation accumulator circuit 13 is low are accumulated for each of image signal types C1 to C4 by an image signal accumulator circuit 14. Based on the results of this accumulation performed for each of the image signal types C1 to C4, constants with which to counterbalance the amounts of light transmitted for the image signals C1 to C4 are determined and fed to a transmitted light amount corrector circuit 1. Moreover, based on the results of the color saturation value accumulation performed for each color saturation calculation region by the color saturation accumulator circuit 13, weight factors are determined and fed to a luminance signal generator circuit 6. The luminance signal generator circuit 6 receives, through a VLPF 4, the image signals for which the amounts of light transmitted have been counterbalanced by the transmitted light amount corrector circuit 1, and also receives image signals produced by smoothing the image signals obtained from one set of a plurality of adjacent pixels after another through the VLPF4 and an HLPF 5. The luminance signal generator circuit 6 produces luminance signals by adding together these signals with the weight factors assigned thereto.